

Research Services for Academia



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SeniorTalk can bring your research projects closer to publication with sampling and implementation services.

With proprietary rights to a database of 3.5 million verified incontinence sufferers nationwide, **SeniorTalk** offers the means to recruit research subjects without advertising or accessing clinic records. Random samples can be generated by various criteria, such as heavy or light leakage (on the basis of product type used, number of products used per day), demographics (i.e., gender, age, size), and other criteria, such as the presence of comorbidities.

SeniorTalk's product surveys have identified individuals who are ready and willing to participate in product trials and research. During these surveys, we often collect lifestyle or coping information with queries about professional consults or caregiver relationships. We have also often explored the subject's knowledge of, and attitudes toward, various treatments for incontinence.

Beyond providing recruits to your specifications, **SeniorTalk** can help in many ways...

- ✓ Administer qualitative or quantitative surveys by mail or by US-based outbound calls
- ✓ Collaborate with your team to execute surveys
- ✓ Compile data and prepare data tables to facilitate analysis
- ✓ Produce graphic visuals for exhibit

The product counselors who administer **SeniorTalk**'s telephone surveys are highly trained and experienced in communicating with individuals, particularly elders, on very sensitive issues. An independent study rated their trust level equal to that of pharmacists, and they are noted for their ability to collect and verify information of a highly personal nature. Attentive listeners, they often mentally "sift" through rambling responses for pertinent information.

Our 20 years of daily contact with individuals who suffer from incontinence has enabled **SeniorTalk** to connect and communicate with these persons like no other firm. We have built a comprehensive picture of their lifestyle and coping habits. As your link to this universe, **SeniorTalk** ensures the highest quality communications and resultant data.

SENIOR**Talk**[™]
M A R K E T I N G

www.seniortalkmarketing.com